

## EEO Public File Report

WKTB-CD, Norcross, GA

Dec 1, 2020 - Nov 30, 2021

### Recruitment Sources Contacted for Full-Time Positions

No.	Recruitment Source	Contact	Contact	Total Interviewed	Entitled to Notification
1	Station Website (telemundolatlanta.com)	Susan Oh	770-497-0076	3	N
2	Employee Referral - Not Specified	Susan Oh	770-497-0076	3	N
3	Personal Inquiry - Not Specified	Susan Oh	770-497-0076	2	N
4	Networking Inquiry, Not specified	Susan Oh	770-497-0076	0	N
5	TVJobs.com	Mark C. Holloway	800-374-0119	0	N
6	Nat'l Association of Hispanic Journalists	Yaneth Guillen	202-714-6130	0	N
7	Latin American Association	Aixa	404-982-6896	0	N
8	Freelance/Contractor	Internal	770-497-0076	0	N
9	Indeed.com	Indeed.com	indeed form	0	N
10	ziprecruiter.com	ziprecruiter.com	online rep	5	N
11	FB Group for Hispanic Journalists	FB	Online	0	N
12	Internal	Internal	770-497-0076	0	N
13	Handshake.com	handshake.com	Online	0	N

### Internship Program Referral Sources

The following colleges, universities and organizations were contacted for Telemundo Atlanta's Internship program.

University of Georgia	City University New York - Journalism School	Kennesaw State University
GA State University	FIU Journalism School	Emory University

### WKTB Source Listing

GA Hispanic Chamber of Commerce	99 W. Paces Ferry Rd., Ste 200, Atlanta, GA 30305	Juanita Rivera
Latin American Association	2750 Buford Hwy, Atlanta GA 30075	
<a href="http://www.telemundolatlanta.com">www.telemundolatlanta.com</a>	4675 River Green Pkwy., Duluth, GA 30096	Susan Oh
Ziprecruiter	ziprecruiter.com	<a href="https://www.ziprecruiter.com/contact">https://www.ziprecruiter.com/contact</a>

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Full-Time Positions Filled

Position/Title	Date Open	Date Filled	Recruitment Source	Interviewed	Hired
Digital News Writer and Engagement	7/15/2021	9/13/2021	Website	1	0
			Ziprecruiter	3	1
			Referral	1	0
News Production Assistant	11/16/2020	6/2/2021	Referral	1	0
			Personal Inquiry	1	0
			Ziprecruiter	2	1
Multimedia Journalist	1/15/2021	4/26/2021	Website	2	0
			Referral	1	0
			Personal Inquiry	1	1

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**Appendix C: Description of Outreach Initiatives Undertaken during this Reporting Period.**

**1 Participate in job fairs with station personnel who have substantial responsibility and authority for hiring.**

a. The Latin American Association Career Expo - June 24, 2021

Telemundo Atlanta attended and provided news coverage for the 38th Annual Career Expo hosted at the Latin American Association. There were panels regarding workforce needs and the future of youth employment, as well as sponsors booths.

b. The Latin American Association Virtual Job Fair - March 4, 2021

During the COVID-19 Pandemic, the Latin American Association held a virtual Job Fair. Telemundo Atlanta promoted the Job Fair in the news and online.

**2 Participate in events sponsored by organizations representing community groups interested in broadcast employment issues, including conventions, career days, workshops, and similar activities.**

a. Women in Cable and Telecommunications Speed Mentoring - Nov 2021

The General Manager of Telemundo Atlanta served as a mentor for a broadcast/advertising professionals during a speed mentoring virtual event organized by Women in Cable and Telecommunications in Atlanta. Topics included Professional Development through Change, Respect and Inclusivity During Change and Leading Change. Mentors and mentees engaged through virtual breakout sessions.

b. Station news staff were given annual memberships to the National Arts and TV Sciences, where quarterly workshops are given on the broadcast industry.

c. Telemundo Atlanta's Managing Partner and Director of Sales attended State of the Region organized by the Atlanta Regional Commission and attended by 1,400 of the region's leaders. Topics included demographics information, issues facing metro Atlanta, the new workforce and more.

d. Telemundo Atlanta's Managing Partner and Director of Sales attended Next TV Summit: OTT & Video Distribution Summit on November 17, 2021. Topics included: The Power of Yes: TV + Streaming = Audience Engagement, Panel: Ad-Supported Streaming TV FTW, Panel: OTT vs CTV: The Battle for TV's New 'OS', How Smart TV will take over streaming consumption & access, Panel: Skinny Bundles & The Legacy of LINEAR, Panel: Streaming TV's Paradox of Choice. Information was insightful on the everchanging broadcast industry.

**3 Create awareness among the community to promote career readiness.**

- a. Telemundo Atlanta promoted the Latin American Association's Youth and Leadership Conference. The station promoted the leadership and career conference on-air and online.
- b. Noticiero Telemundo Atlanta: Regularly promotes job, career fairs and workshops throughout the year.
- c. Telemundo Atlanta hosted one summer intern within the marketing department. This student is aspiring to be a multimedia designer for content production.
- d. Telemundo Atlanta hosted one summer intern within the news department. This student is aspiring to be a multimedia journalist.
- e. Telemundo Atlanta promoted and covered a women's empowerment event organized by the Latin American Association in September of 2021. The organizers encouraged Hispanic women to enter the digital market to achieve economic empowerment. The Latin American Association provides training for Latinas to get the training they need to succeed in their careers.
- f. Telemundo Atlanta hosted a recent journalism graduate for 3 days that wanted to shadow and learn about the news gathering process.